No reply made
J.T.

Kenyon & Eckhardt, Inc., 200 Park Ave., New York, N.Y. 10166 Tel: (212) 880-2067

Leo-Arthur Kelmenson
Chairman/President/Chief Executive Officer
New York Office

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OCT 16 1984
J.J. THOMPSON'S OFFICE
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October 12, 1984

OCT 16 1984

HAMISH MAXWELL

Jim Thompson

Mr. Hamish Maxwell
President
PHILIP MORRIS, INCORPORATED
120 Park Avenue
New York, NY 10017

Dear Mr. Maxwell:

The current issue of K&E's Perspective examines the escalation of wheeling, dealing and rate-cutting among magazines and offers some provocative thoughts on who foots the bill when rate negotiations go under the table.

I think you'll enjoy this frank and lively discussion on the failing health of the standard rate card.

If you want to talk about this problem, call one of our K&E media mavens. Our phone numbers are on the back of Perspective.

Sincerely,

Leo Kelmenson

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Source: https://www.industrydocuments.ucsf.edu/docs/hybn0004